Docket No. 5596

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

First Named Inventor	:	Roland NOLL, et al.	
Appln. No.	:	New Application	-
Filed	:	July 25, 2001	Group Art Unit: n/a
Title	;	BRANDED CHANNEL	Examiner: n/a

DECLARATION AND POWER OF ATTORNEY FOR UTILITY PATENT APPLICATION (37 C.F.R. § 1.63)

As a below named inventor, I hereby declare that my mailing address and citizenship are as stated below.

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POWER OF ATTORNEY

I hereby appoint the Dorsey & Whitney LLP attorneys and agents associated with <u>Customer Number 27082</u> to prosecute the patent application identified above and to transact all business in the Patent and Trademark Office connected therewith, including full power of association, substitution, and revocation.

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I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001 and that such willful false statements may be paradize the validity of the application or any parent issued thereon.

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